

AMENDMENT TO THE CLAIMS

The following is a listing of the claims and their status. Claims 1-49 were previously canceled. Please cancel claims 51-56 and 58-61, and amend the claims 50 and 57 as follows:

Claims 1-49 (Canceled)

50. (Currently amended) An electronic advertising system for providing advertising related to consumer goods to a consumer based on the presence of the consumer at a location proximate to a display of the consumer goods, comprising:

an at least one advertising player disposed proximate to a display of consumer goods, said advertising player containing a processor, memory storage means coupled to said processor, a communication device coupled to said processor for receiving and transmitting digital video and audio advertising media and data, a sensing device coupled to said processor of said advertising player for sensing the presence of a consumer proximate to said advertising player, and a video encoder and flat panel display and an audio encoder and speaker coupled to said processor for reproducing and playing video and audio advertisements from the digital video and audio media and data;

said processor programmed to store received digital video and audio advertising media and data related to consumer goods in said memory storage means and, when invoked upon detection by said sensing device, of the presence of a consumer proximate to the display of consumer goods, to retrieve an advertisement stored in said memory means containing information related to the consumer goods proximate to said advertising player[[],] and to play the retrieved advertisement via said video display and audio speaker[[]], and ~~said processor programmed~~ to store in said memory means the number of times an advertisement was played in a given period of time, and to transmit, via said communication device, statistical data relative to advertisements played by said advertising player ~~to external devices~~[[]]; and

a server disposed remote from said advertising player, said server connected with a controller processor, a communication device coupled to said controller processor and in communication with said communication device of said advertising player for transmitting and receiving digital video and audio advertising media and data therebetween;

said server having memory storage means connected with said controller processor containing a database of advertisers, a database of locations of each said advertising player, a repository database of said digital video and audio advertising media and data stored in said memory of each said advertising player, and a database of advertising records; and

said server operative to download digital video and audio advertising media and data to each said advertising player, to query each said advertising player to determine the statistical data relative to advertisements played thereby, to alter the sequence of playing advertisements stored in said memory of each said advertising player, to delete selected advertisements from said memory of each said advertising player, to transmit new digital video and audio advertising media and data to be stored in said memory of each said advertising player, and to track the operating status of each said advertising player.

Claims 51- 56. (Canceled)

57. (Currently amended) An electronic advertising method for providing advertising related to consumer goods to a consumer based on the presence of the consumer at a location proximate to a display of the consumer goods, comprising:

placing an electronic advertising player proximate to a display of consumer goods, the advertising player containing a processor, a sensing device coupled to said processor for detecting the presence of a consumer proximate to said advertising player, memory storage means coupled to said processor containing digital video and audio advertising media and data related to consumer goods, a video encoder and display and an audio encoder and speaker coupled to said processor for reproducing and playing video and audio advertisements from the digital video and audio media and data, and a communication device coupled to said advertising player processor and in communication with a remote server, for receiving and transmitting digital video and audio advertising media and data;

maintaining, on said remote server, a database of advertisers, a database of locations of a plurality of said advertising players, a repository database of said digital video and audio advertising media and data stored in said memory of each of said advertising players, and a database of advertising records;

upon detection by said sensing device, of the presence of a consumer proximate to the display of consumer goods, retrieving an advertisement stored in said memory means containing information related to the consumer goods proximate to said advertising player, ~~and~~ playing the retrieved advertisement via said video display and audio speaker[[:]], storing in said memory means the number of times an advertisement was played in a given period of time, and transmitting, via said communication device, statistical data relative to advertisements played by said advertising player to said remote server[.]; and

operating said remote server to download digital video and audio advertising media and data to said advertising player, to query said advertising player to determine statistical data relative to advertisements played thereby, to alter the sequence of playing advertisements stored in said memory of said advertising player, to delete selected advertisements from said memory of said advertising player, to transmit new digital video and audio advertising media and data to be stored in said memory of said advertising player, and to track the operating status of said advertising player.

Claims 58 - 61 (Canceled)